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Inside Information

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EXTENSION REVIEW FEATURES ELECTRONIC INFO

The latest issue of EXTENSION REVIEW magazine, published by USDA's Extension Service, is chock-full of articles about electronic communications and information dissemination by land grant universities and USDA.

Pat Loudon, editor, says this issue of EXTENSION REVIEW "crossed the threshold into the electronic age." States transmitted all of the articles for the issue via the Dialcom electronic mail system used by the Extension Service and land grant universities. The magazine staff stored the articles in a microcomputer for editing and final copy preparation.

Requests for articles and photographs were transmitted via the "Extension Electronic Communications Newsletter" to Extension communications and information staffs throughout the land grant system.

A rundown of the periodical's contents best describe the emphasis:

- Electronic livestock auction in Virginia looking towards expansion.
- Minnesota EXTENDS information via statewide computer network.
- Better analyses: Better tomatoes using Maryland's computer services.
- AGNET: American network for agriculture used extensively by six states.
- AGNET in Washington state, use "exploded" after Mt. St. Helens eruption.
- Breakthrough in computer budgeting helps South Carolina families.
- Future waves in communications shown through national teleconference.
- Wisconsin video conference network SEEN nationwide.
- Computer-based typesetting system a success in Maryland.
- Guiding local officials through the computer age maze in Mississippi.
- High tech for food and nutrition on upswing throughout the country.
- TODCOMP: Programming a future in computers for Missouri's disabled.
- Instant outlook through COIN (Computerized Outlook Information Network).
- Indiana's FACTS (Fast Ag Communication Terminal System), 6 years later.
- Microcomputers: As indispensable as tractors, says Miss. economist.
- New Jersey goes computer to improve communications throughout state.
- Cornell University computer program predicts energy profits.
- COMNET: Computerized communications system links users in Michigan.
- 4-H courseware in: 4-H education out of various computer systems.
- In-the-field programming helps Pennsylvania farmers keep pace.
- Maryland workshops master microcomputers for future directions.

(more)

EXTENSION REVIEW (continued)

Now, that should entice anyone to get a copy of EXTENSION REVIEW, if they already aren't on the regular distribution list.

Loudon says single copies will be available from her office. She can be contacted via electronic mail (Dialcom: AGS096), or by calling (202) 447-6133, or by writing to her through Extension Service, Room 3137-S, U.S. Department of Agriculture, Washington, DC 20250.

CORNELL GETS COMMUNICATION THEORY SCHOLAR

David Berlo, one of the nation's most prominent scholars in the field of communication theory, has joined Cornell University's faculty as a visiting professor in the Department of Communication Arts at the New York State College of Agriculture & Life Sciences.

Founder of the Department of Communication at Michigan State University, Berlo is renowned as author of a landmark text, "The Process of Communication."

"His book is a classic in the field and his model of communication is one of the most widely used in communication research," says Don Schwartz, chairman of Cornell University's Department of Communication Arts.

Berlo will teach a graduate seminar, work with graduate students and help the extension and international programs in communications at Cornell.

PENN STATE SEARCHING FOR ASSOC. DEAN

Pennsylvania State University is searching for a candidate to fill the position of associate dean for Extension and Associate Director of the Cooperative Extension Service.

The incumbent provides leadership to the resident faculty and the county-based staff and serves as a member of the staff of the Dean of the College of Agriculture, along with the associate deans for resident education, research and administrative management.

Applications, along with resumes, official graduate transcripts and names, addresses and telephone numbers of five references, should be sent to Patricia Long, chairperson, Search and Screening Committee, 201 Agricultural Administration Building, Pennsylvania State University, University Park, PA 16802, by Sept. 30.

CMA PUBLISHES INFORMATION DIRECTORY

The Chemical Manufacturers Association has updated its directory of information officers of CMA member companies.

The 1983 directory, which consists the list of public information contacts, is published to aid news media representatives seeking information about the association or any of its member companies.

It could be helpful to government or institution agricultural communicators by providing a list of corporate compatriots.

Jeffrey Colin Van, director of CMA's national news service, says that although the supply of the 1983 directory is limited, if anyone wants a copy, he will try to fill the request.

Write to him at Chemical Manufacturers Association, 2501 M Street, NW, Washington, DC 20037.

THIRD "AG IN THE CLASSROOM" MEETING SET

The third in a series of regional meetings on "Agriculture in the Classroom" will be held in Portland, Ore., Sept. 29, according to Sally Katt, public affairs specialist with the Special Programs Center in USDA's Office of Governmental & Public Affairs.

Over 100 agriculture and education leaders from 10 northeastern states met in Harrisburg, Pa., Aug. 31 for the second meeting of the regional series.

During the morning session, participants were introduced to the program and its purposes and heard about what is going on in the various states. In the afternoon session, they began developing action plans for their own states.

The northeastern meeting was hosted by the Pennsylvania Departments of Agriculture and Education, in cooperation with USDA.

Pennsylvania Secretary of Agriculture Penrose Hallowell addressed the morning session.

Pennsylvania Secretary of Education Robert Scanlon chaired the luncheon session and headed up an afternoon panel.

PHOTOTYPESETTING AND ITS WP INTERFACE

The Electronic Publication Technology Group is sponsoring a seminar on "phototypesetting and its word processing interface" at George Washington University in Washington, D.C., Sept. 23-24 and at the Marriott-Greenspoint in Houston, Tex., Sept. 20-21.

The seminar will introduce participants to the latest technological advances in phototypesetting equipment.

The seminar also will illustrate how one of the biggest benefits in publishing comes from using word processing equipment as input to phototypesetting. This eliminates redundant, time-wasting and money-wasting rekeying of text.

The seminar will cover all current and projected methods of interfacing, implementation of a successful installation, and training programs to ensure satisfied users.

For additional information, contact Electronic Publication Technology Group, 1200 29th Street, N.W., P.O. Box 3568, Washington, DC 20007, or call (202) 337-6813 collect.

FORMER USDA COMMUNICATOR DIES

Gloria McDavid, a USDA public information specialist before her retirement two years ago, and wife of Joe McDavid, retired USDA press chief, dead at 56 in Vero Beach, Fla.

At various times, she served as a writer for USDA's Soil Conservation Service, Agricultural Research Service and Animal & Plant Health Inspection Service.

ACE OFFERS CLIP ART BOOK NO. 5

The Agricultural Communicators in Education (ACE) has prepared the 5th volume of its "Clip Art" series. The 192-page book covers a wide range of subjects and more than 1,000 separate ready-to-use graphics. List price is \$14.95 from the Interstate Printers and Publishers, Danville, IL 61832.

ELECTRONIC PUBLISHING BEING DEBATED

Nobody knows whether average people will ever prefer "reading" their TV sets instead of a newspaper, but the federal government may decide soon how such a system would work, according to an Associated Press story.

With little public fanfare, a debate has begun at the Federal Communications Commission that could determine whether electronic information services can be offered by broadcasters as well as cable television operators and newspaper publishers.

The issue is deceptively simple: Can broadcasters demand that their electronic information services be carried by local cable systems?

The answer may be crucial, however, because broadcasters maintain they can hardly be expected to enter the electronic publishing business if the rapidly growing cable industry can deny them an audience.

The broadcasters suggest a consumer who subscribes to cable is not likely to go to the trouble of erecting or maintaining an antenna just to receive an electronic information service over the air.

Consumers may also have a stake in whether broadcasters get into the fledgling electronic publishing business.

The type of electronic service offered by TV stations is normally cheaper to build and operate than those using cable or telephone lines. And the major TV networks think they have a better shot at developing an advertising-supported service that won't be as expensive to use.

An electronic publishing service, according to the AP story, is one in which information --from news to airline schedules to advertising--is transmitted to the home in written text or graphic form for recall by consumers on their TV sets or personal computers.

NEW S&E ASSISTANT SECRETARY NOMINATED

President Reagan announced his intention to nominate Dr. Orville Bentley as USDA assistant secretary of agriculture for science and education.

Dr. Bentley has been the dean of the college of agriculture at the University of Illinois since 1965.

Prior to that he was dean of agriculture and director of the Agricultural Experiment Station at South Dakota State University, from 1958 to 1965.

He was on the animal science staff at Ohio State University from 1950 to 1957. His advanced degrees are from the University of Wisconsin.

Dr. Bentley must be confirmed by the Senate Agriculture Committee and the full Senate before he can be appointed.

GREAT ELECTRONIC ENCYCLOPEDIA IMMINENT

Futurist Parker Rossman suggests in the August issue of THE FUTURIST that technology of the information age is drawing together all reference books and research materials into one "great comprehensive electronic encyclopedia" which contains everything known to humanity and accessible to all.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to Stan W. Prochaska, Assistant Public Affairs Director, Room 402-A, U.S. Department of Agriculture, Washington, DC 20250, to AGRO02 on the Dialcom electronic mail system, or call (202) 447-7454.